

**FACULTY OF ECONOMIC AND BUSINESS UNIVERSITY OF LAMPUNG**

**MANAGEMENT DEPARTMENT**

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<b>COURSE</b>	<b>MANAJEMEN TEKNOLOGI DAN INOVASI / MANAGEMENT OF TECHNOLOGY AND INNOVATION</b>
<b>COURSE CODE</b>	<b>EBM EBM 612488 / 3 Credit</b>
<b>SCHEDULE AND CLASS</b>	E114 Room / Monday 10:15 – 12:45 AM
<b>INSTRUCTOR NAME</b>	Mudji Rachmat Ramelan, S.E., MBA. / <a href="mailto:muji@feb.unila.ac.id">muji@feb.unila.ac.id</a>
<b>WEBSITE / POWER POINT/</b>	<a href="http://silabus.fe.unila.ac.id">http://silabus.fe.unila.ac.id</a>
<b>TEACHING MATERIAL</b>	1. Innovation Management and New Product Development, 5th edition 2012
<b>SEMESTER</b>	1 <sup>st</sup> (odd) Semester of 2014/2015

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**Course Description**

This course describes theories that focus on how companies use technology and sustainable innovation to create competitive advantage (competitive advantages) based on cost, quality, flexibility and delivery in domestic and global markets.

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**Course goal**

On completion of course the students will be able to

1. Students can understand concepts / principles of management of technology and innovation and to understand the importance of innovation in business.
2. Students are able to identify technology needs, make the selection and transfer of technology as well as developing the business and social aspects into account comprehensively
3. Students are able to stimulate the organization towards innovative and create scenarios that drive real innovation in business
4. Students are able to analyze the competitive advantage for an organization that refers to or contribute to the goals of cost, quality, flexibility and delivery.

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**Required Materials:**

1. Data storage (computer disks, CDs, or a flash drive) to maintain work record
  2. PC or laptop and printer to work on assignments off class.
  3. Internet access and e-mail address
  4. E-learning account at <https://canvas.instructure.com> (Regular Class)
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## Tentative Course Schedule

No	Topic	Chapter / Activity
<b>PART A. INNOVATION MANAGEMENT</b>		
1	Innovation management: an introduction	Introduction
2	Economics and market adoption	Group Presentation
3	Managing innovation within firms	Group Presentation
4	Innovation and operations management Managing intellectual property	Group Presentation
<b>PART B. Turning Technology into Business</b>		
5.	Managing Organizational knowledge	Group Presentation / Quiz
6.	Strategic alliances and networks	Group Presentation
7.	<b>Mid Term</b>	Evaluation
8.	Management of research and development Managing R&D Projects	Group Presentation
9.	Open innovation and technology transfer	Group Presentation
<b>PART C. NEW PRODUCT DEVELOPMENT</b>		
10.	Product and brand strategy	Group Presentation / Quiz
11.	New product development	Group Presentation
12.	Packaging and Product Development	Group Presentation
13.	New service innovation	Group Presentation
14.	Market research and its influence on new product development	Group Presentation
15.	<b>Review</b>	
16.	<b>Final Semester</b>	

### Grading Policy:

Score Range	Grade	Grade Points	Status
≥76	A	4	Pass
71 – <76	B+	3,5	Pass
66 – <71	B	3	Pass
61 – <66	C+	2,5	Pass
55 – <61	C	2	Pass
50 – <56	D	1	Pass
< 50	E	0	Fail

### The components that contribute to the determination of course grade:

Procedures to accomplish these objectives include: readings, lectures, class discussions and presentation, video cases, and assignments and written reports.

Group Assignment and Presentation	25%
Quizzes / Individual Assignment	20%
Mid-term	25%
Final Exam	30%
<b>Total</b>	<b>100%</b>

### **Assignment / Paper (group and individual)**

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1. Please do not quote / write Wikipedia information, only use Wikipedia to expand your knowledge or to follow the source.
2. Do not quote / write any information on blog or on any other online / offline material that unclear who is the author of that information.
3. Group paper must contain footnotes for each outsource quotation they use on each pages, and bibliography.
4. Do not submit any paper / assignment with excessive pages (etc. more than 10 pages) except for attachment.

### **Presentation**

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1. Before presenting their presentation group must submit to instructor:
  - a. Presentation Files
  - b. Case Summary
2. Group should hand out the needed presentation material for other groups in the class during presentation
3. Presentation should use presentation software, presentation grading will include:
  - a. Group performance
  - b. Professionalism
  - c. Content Accuracy
  - d. Presentation explanation
  - e. How to use presentation software
  - f. Preparation
  - g. Class Participation / discussion

### **Policy on academic accommodations due to disability:**

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If you have a documented disability that requires academic accommodations, please see Academic Affairs of FEB Unila.

### **Course Policies**

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#### **Class attendance:**

On-time attendance at all class meetings is highly expected. One half of your class participation grade is made up of class attendance, and each unexcused absence will cause you to forfeit the attendance credit for that day. Missing more than 15 minutes of class (either through arriving late or leaving early) will count as missing the entire class. Per university policy, excused absences are only granted in cases of serious illness (proved with physician or medical doctor letter) or grave family emergencies, and each of these situations must be documented to our satisfaction. Any student who misses his/her group presentation in recitation due to an unexcused absence will forfeit 50% of the oral presentation points

earned by the group. If there is a written/homework assignment to complete for class (noted on the syllabus), failure to do the assignment will result in no credit for attendance that day.

**Excused Absences:**

The following situations are as acceptable reasons for excused absences:

- a) serious illness;
- b) illness or death of family member;
- c) University-related trips;
- d) major religious holidays;
- e) Other circumstances you find to be "reasonable cause for nonattendance".

**Make-up opportunity:**

For those who have an excused absence, there will be an opportunity to make up missed work and/or exams. It is the student's responsibility to inform the instructor of the absence preferably in advance, but no later than one week after it. Bring with you any medical doctor prove of your illness or other proves of your absences for verification purpose.

**Late Class Attendance**

- a) If you think you will be late in the class please, notify instructor personally ahead before the class start
- b) As class discussion already start or any material of class already shown on projector please do not enter the class, without any prior permission in (a)

**Academic Integrity, Cheating and Plagiarism:**

Students must up hold the academic honesty by avoding any forms of cheating. As per university's academic rule and code of ethics, plagiarism and other forms of cheating are absolutely unacceptable. One of forms of plagiarism is cutting and pasting information from the Internet without crediting the source.

Student 1

Student 2

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LECTURER

MUDJI RACHMAT RAMELAN  
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